

**CITY OF NEW RICHMOND
ECONOMIC DEVELOPMENT COMMISSION
MINUTES OF MONTHLY MEETING
THURSDAY, MARCH 3, 2016**

Pursuant to due call and notice thereof, the Monthly Meeting of the Board of Commissioners of the Economic Development Commission was called to order by President Mike Darrow at 7:30 a.m. on March 3, 2016.

Roll call was taken.

Members Present: Mike Darrow, Karl Skoglund, Summer Seidenkranz, Susan Lockwood, Jim Zajkowski, and Rob Kreibich

Members Absent: John Walsh, Judy Simon, Chris Polfus, Scott Jones, and John Soderberg

Others Present: Beth Thompson, Marie Bannink, Noah Wiedenfeld, and Steve Massey

Jim Zajkowski moved to adopt the agenda, seconded by Summer Seidenkranz, and carried.

Summer Seidenkranz moved to approve the minutes of the February 4, 2016 meeting with the correction on Jim Zajkowski being present, seconded by Susan Lockwood, and carried.

Real Estate Signs for City Owned TIF Property- Update:

Noah Wiedenfeld updated the committee with the sign designs and brochure information boxes. The flyer design is similar to the master plan. The plan is to move forward by the end of this month.

Richmond Crossing Sign:

Sara Skinner, the City Building Inspector has contacted a couple of companies to remove the sign. Costs vary from \$15,000.00 to \$25,000.00 and these do not include site work or electrical at a new site. Summer Seidenkranz stated this sign is not out of place size wise, the question is could it be used better for retail. There was discussion on putting informational signs on the highway. A master sign concept plan will be brought back in May.

TIF 6 Master Plan:

Beth Thompson stated Roosevelt Drive will be completed in late June or early July. A through road is also being considered between Cernohous and Madison for accessibility to the interior lots; this will be brought to the Council at their March 14th meeting. The question was asked if the folks behind this area know about the road being put in. Those businesses are aware and they will be revisited.

Downtown Plan - update:

Noah Wiedenfeld stated the following will be represented on the Downtown Plan:

- ☉ EDC Representatives
 - Rob Kreibich

- John Walsh
- ⊙ Downtown Businesses
 - Cheryl Johnston – Chickadee Doo-Da
 - Devon Driscoll – Covet
 - Nate Peterson – NP Design & Photography
- ⊙ Community Member
 - Christine Melby – Messes & Masterpieces

The committee will study the following:

- ⊙ Benches, bicycle racks, landscaping
- ⊙ Traffic calming
- ⊙ Events at Glover Park
- ⊙ Wayfinding signs & kiosks
- ⊙ Enhancements to MaRita Park
- ⊙ Public art
- ⊙ Marketing plan

Business Visits:

Beth Thompson updated the committee on what businesses were visited:

- Wisconsin Lighting
- Bernard's Northtown
- Frontier Ag & Turf
- Warner's Dock
- Doyle's Farm & Home
- Johnson Motors
- Culver's
- Solar Season
- Maurice's
- Dollar Tree
- Mattress Galaxy
- The Jewelry Shop
- Hallmark

Beth stated in visiting with the businesses signs were a top subject. Site visits will continue in March.

Sign Ordinance - Update:

Noah stated the Plan Commission and the City Council have approved to proceed with a new comprehensive sign ordinance. Meetings at the Civic Center will be at the following times:

- Tues. March 8th from 7:30-8:30 am
- Weds. March 9th from 12:00-1:00 pm
- Thurs. March 10th from 5:00-6:00 pm

There will also be an online form to submit written comments for those who are unable to attend. Over 350 postcards have been sent out; it will also be in the Marketing Minute newsletter that will be e-blasted out. The NEWS also had an article on the new sign ordinance. We can't regulate what is on the sign, but we can regulate the size of the sign.

St. Croix EDC – Bill Rubin

No report.

NRAEDC – John Soderberg

Mike Darrow stated they are working with the NRAEDC of the possibility of a single source EDC in the future.

Chamber of Commerce

- Jeremiah Wendt is now on the Chamber Board, he replaces Nancy Petersen
- Tomorrow is the second State of the City at WITC
- April 5th is Boot Camp for small businesses, entrepreneurs and non profits
- April 14th is All St. Croix County Chamber after 5
- Women's Business Luncheon is on May 4th

Announcements /Communications:

On the March 28th council meeting they will be looking at future Industrial land in the city. The City is working on updating the Comprehensive Plan this will take about nine months.

Steve Massey appreciated the opportunity to host the EDC meeting. Westfield's had a very successful year in 2015 and is looking ahead to 2016. There will be a heavy remodel for about 1/3 of the campus. The Cancer Center will be having its five year anniversary in May. They will be updating the MRI area as well as a new MRI unit. Future additions, three to five years out will be adding a medical office complex. A residency program will be implemented in about three years. The cloth coverings used on the surgical instruments is now being recycled into tote bags.

Adjournment:

Motion was made by Jim Zajkowski to adjourn, seconded by Karl Skoglund, and carried. The meeting adjourned at 8:40 a.m.

A tour of the Westfield's facility was offered to any interested parties.

Minutes by Marie Bannink

cc: Mayor Horne, Clerk and City Council